SPORTSMAN'S PARK (ILL)

PICTORAL DISPLAYS

Year	Days	Dates	Official Attendance	Average Daily Attendance	Cost	CPM Attend.
1969	49	4/12-5/10, 10/20-11/15	661,603	13,502	-	-
1970	44	10/2-11/21	562,628	12,787	-	-
1971	44	10/1-11/13	531,618	12,082	-	-
1972	71	8/29-11/18	743,958	10,478	-	-
1973*	71	9/1-11/22	744,597	10,487	$9000	$12.09
1974*	67	4/19-6/1, 10/21-11/23 INCL 6 CHARITY	904,727	13,503	$9000	$9.95
1975	43	4/19-6/7 INCL 6 CHARITY	607,654	14,131	$5800	$9.54
1976	42	3/15-5/1 Natl Jockey Club	566,765		$10,000	$11.33
	39	11/8-12/31 Balmoral	316,093	10,899		
	81		882,858			
1977	48	3/7-4/30 Natl Jockey Club	511,152	10,649	$10,000	$11.78
	42	11/14-12/31 Churchill Downs	337,638	8,039		
	90		848,790	9,431		
1978	66	3/6-5/20	623,040	9,440	$7,300	11.71
1979	75	2/22-5/24	824,960	11,000	7,800	
1980	62	2/25-5/10	678,086	10,453	7,850	
1981	72	2/16-5/7	797,472	11,076	8500	

* Balmoral Meeting @ Sportsmans Park

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Source: https://www.industrydocuments.ucsf.edu/docs/fxyn0004